

## Rate Card

# 2027 Oklahoma Route 66 Guide

Oklahoma has 400+ drivable miles of Route 66, and the Mother Road serves as one of the state's top national and international tourism draws. This guide contains more than 150 attractions and events located on and near the state's stretch of the world's most iconic highway.

**Deadline for space reservations**  
**Friday, October 9, 2026**

**Ad materials due**  
**Friday, October 16, 2026**

**150,000+**

Print and digital  
copies distributed

**Bonus: Ads in 2 Products in the same year = 10% off**

Purchase the same size ad in *Oklahoma Today* or the Travel + Outdoor Guide to receive 10% off published gross rates.



## AD RATES

Premium Positions	Final Size	Rates
Inside front cover	8" x 10.875"	\$7,500
Inside back cover	8" x 10.875"	\$7,500

## Run of Book

Full page	8" x 10.875"	\$5,000
1/2 Pg horizontal	7" x 4.7975"	\$2,400
Featured Listing	2.25" x 2.25"	\$500

\*all rates are gross

## AD SPECIFICATIONS

Full  
Page

FL

1/2 H



Visit Our Shop for the tastiest  
treats on Rt 66.  
123 S Main Big Sky, OK  
405-123-4567  
OurShop.com

Logo  
Short  
description  
Contact info

Featured ad designs are uniform,  
and will be placed in the listing section.

Get your business in front of in-state and out-of-state travelers planning their next Oklahoma adventure. Contact [Advertising@TravelOK.com](mailto:Advertising@TravelOK.com) to book your space.